



Tree Planting Campaign Fundraising Resources

Tips for starting your NFF tree-planting fundraiser

Make it fun and personalize your page

Personalize your tree planting fundraising page with a fun and personal name, a profile photo, and a customized story about why you started your fundraiser. Most of the people who will see the page know you, so don't be afraid to be yourself! For instance, do you love hiking in National Forests with your dog? Add images of you and Fido from your last hike together. Or images of your pup dressed in a tree costume. The possibilities are endless – you decide what your page will look like!

Additional ideas: Raise funds to plant trees in lieu of gifts for a birthday/wedding or by promising your supporters something – e.g.: record an interpretive dance that shows your trees growing, dye your hair green, somersault your favorite trail (safely please!) – be as creative as you can be.

Set a target goal and date

Make sure it's clear how much money you want to raise and by when. Our campaign is five years, but yours should be much shorter. And remember to let your contacts know that for every dollar you raise, we will plant one tree on our National Forests: \$1,000 is 1,000 trees. Our campaign is cost-effective and will produce real results for our forests.

Get your fundraiser started with its first set of trees

Get your fundraiser off to a good start by being the first to contribute. When others see they're not the first to contribute, they're more likely to chip in and plant more trees.

Send a personal email to your contacts

Use our template or write your own. Either way let your friends and family know why planting trees in our National Forests is important to you. This can be personal, based on reforestation facts, or a mix. If you need some help getting started, check out our [Benefits of Tree Planting](#) page.

Get social

After you send the email to your contacts, spread the news on social media. See our suggested posts or write your own. Also, be sure to quickly thank and tag the people who donate to your fundraiser. In addition to thanking people for their support, it will help bring new contacts on board and let others know about your tree planting fundraiser.

As your fundraiser progresses, continue to tag and thank people as they donate to your fundraiser. Provide updates on your progress and remember to continue to make it personal: Share why reforestation on our National Forests is important to you and include fun photos.

(cont.)

Write update emails

Send a few short progress emails to reengage your contacts and keep them updated on the status of the fundraiser. Even if they don't read the email in its entirety, it will be a reminder of your fundraiser. Also, some of your contacts may be waiting until you're close to reaching your goal. An update email may be the boost they need to donate and feel good about contributing the last set of trees that achieves your goal.

*Fundraising takes a bit of time, creativity, and determination. **Thank you for your efforts to our campaign to plant 50 million trees on our National Forests by 2023!** We couldn't do this without you!*